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| **Bill Gates**  -philanthropist  -became a billionaire fast  - more actively involved than Jobs  -Assisted Apple financially for healthy competition.  -he was heavily involved in the coding process  -Microsoft was more focused on software.  -more successful in the console gaming market. (Xbox)  -Caring  -Excellent boss  -More affordable software/hardware | **Similarities**  -Businessmen  -Wealthy  -University dropouts  -Both heavily involved in computers  -Same age  -Both developed phones  -Both influential in their own way.  -Both made huge leaps in tech. | **Steve Jobs**   * Innovative * Leadership more intense and more one sided. * Was very sure of himself * Simplicity * Focused heavy on looks * Was big on advertising. * Look and feel of the product. Doesn’t feel cheap. |
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